

City of Chula Vista

2007 Police Department Resident Opinion Survey



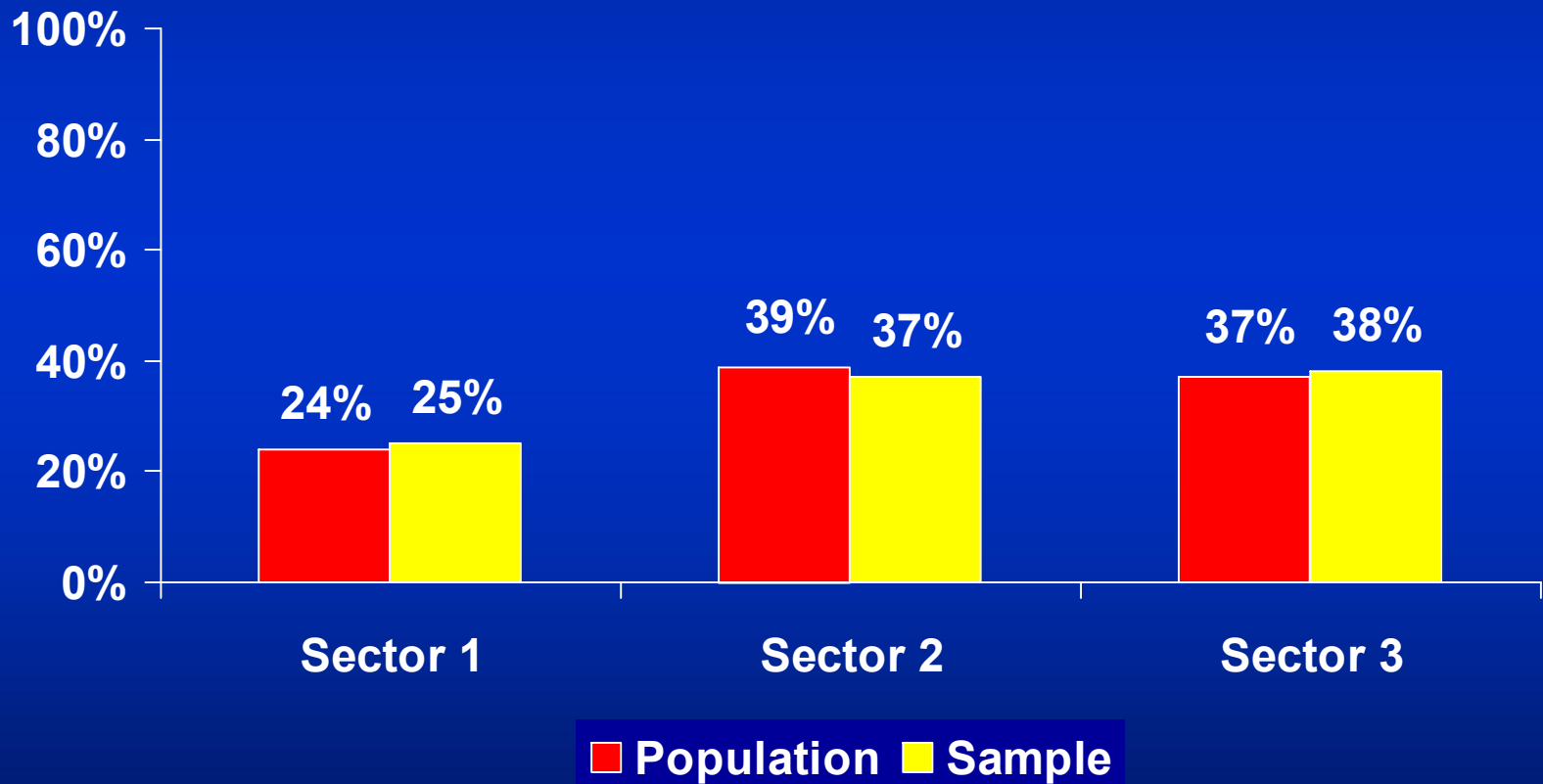
Background

- Previously conducted in 1997, 2000, 2003, and 2005
- Administered through SANDAG's Service Bureau
- Help plan for future priorities, public services, & programs

Methodology

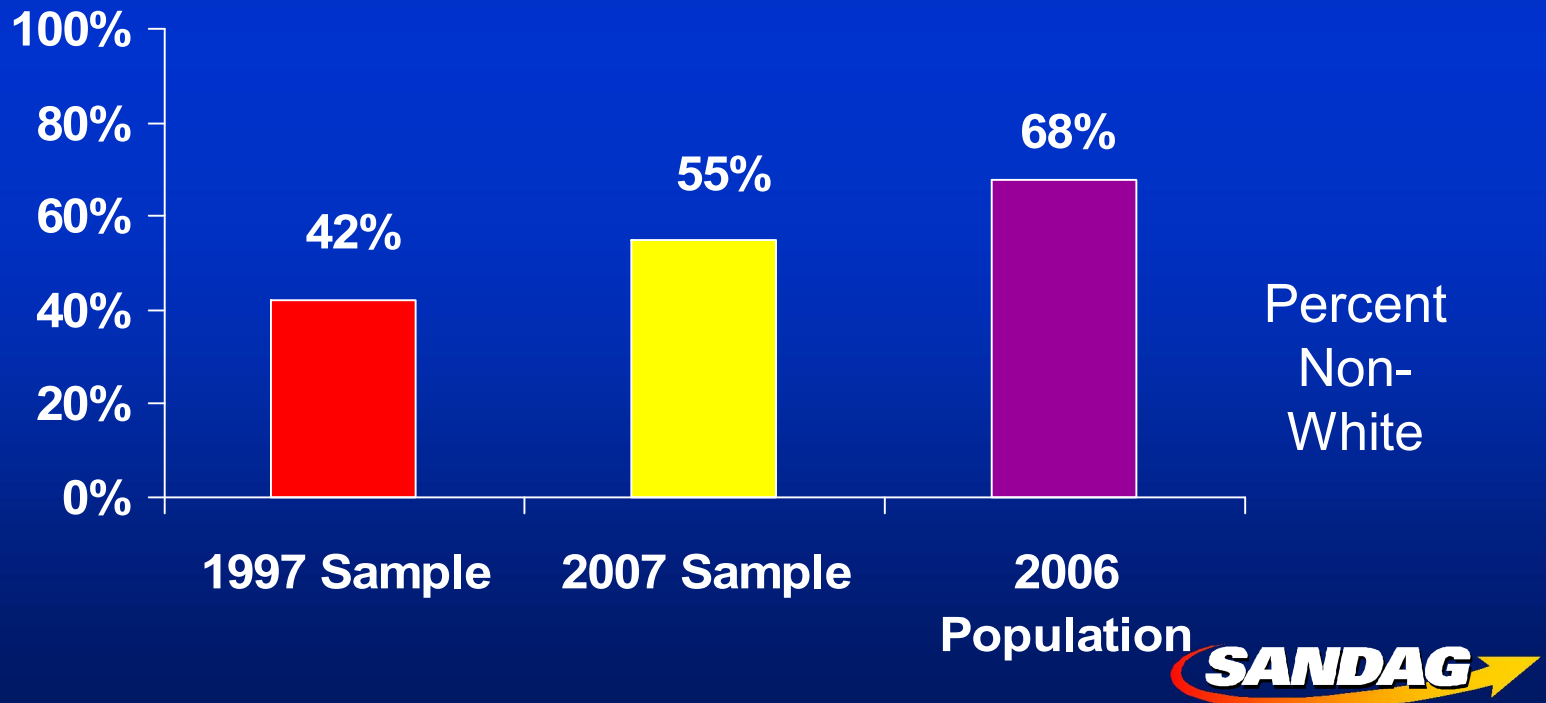
- English & Spanish surveys mailed to 2,987 households
- Opportunity to complete on-line
- Four opportunities to respond
- 30% response rate (888 returned)

Response Rate Reflects Population Across Sectors



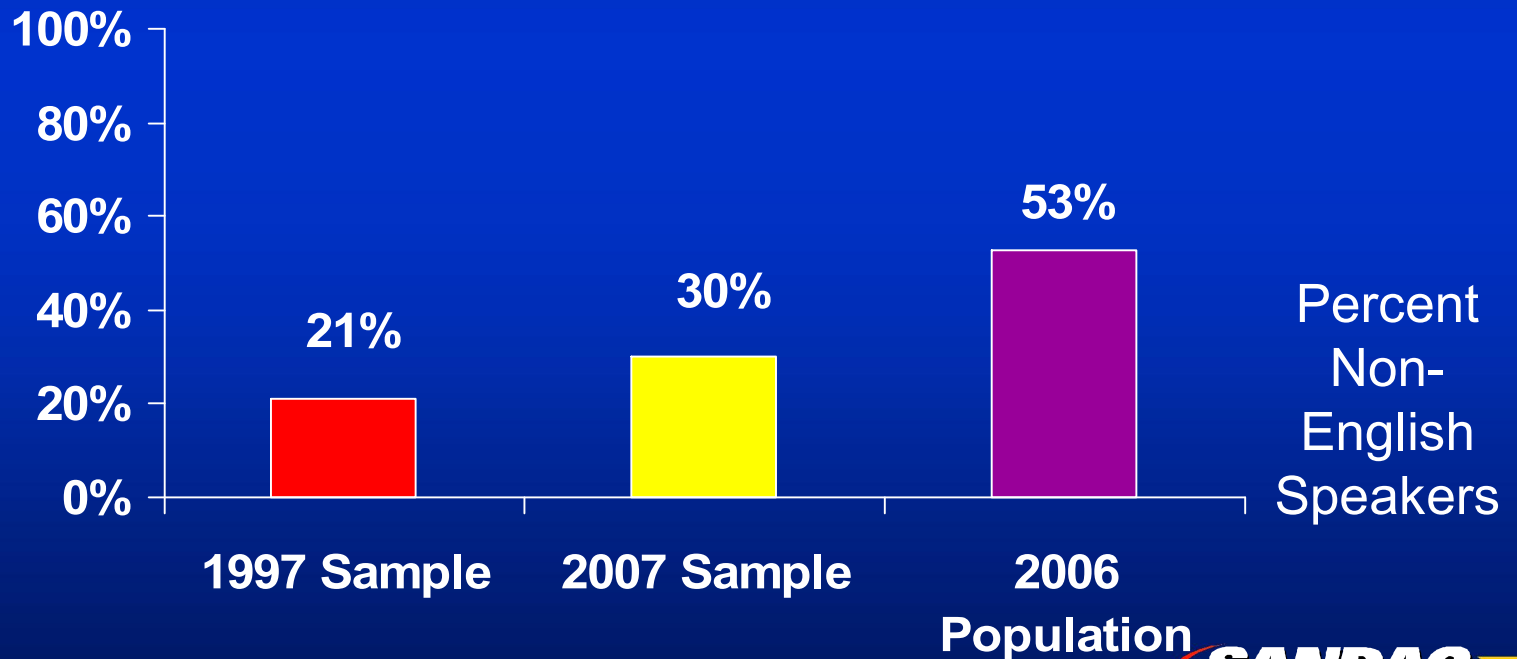
Survey Response Rates by Other Characteristics

- Some ethnic differences remain



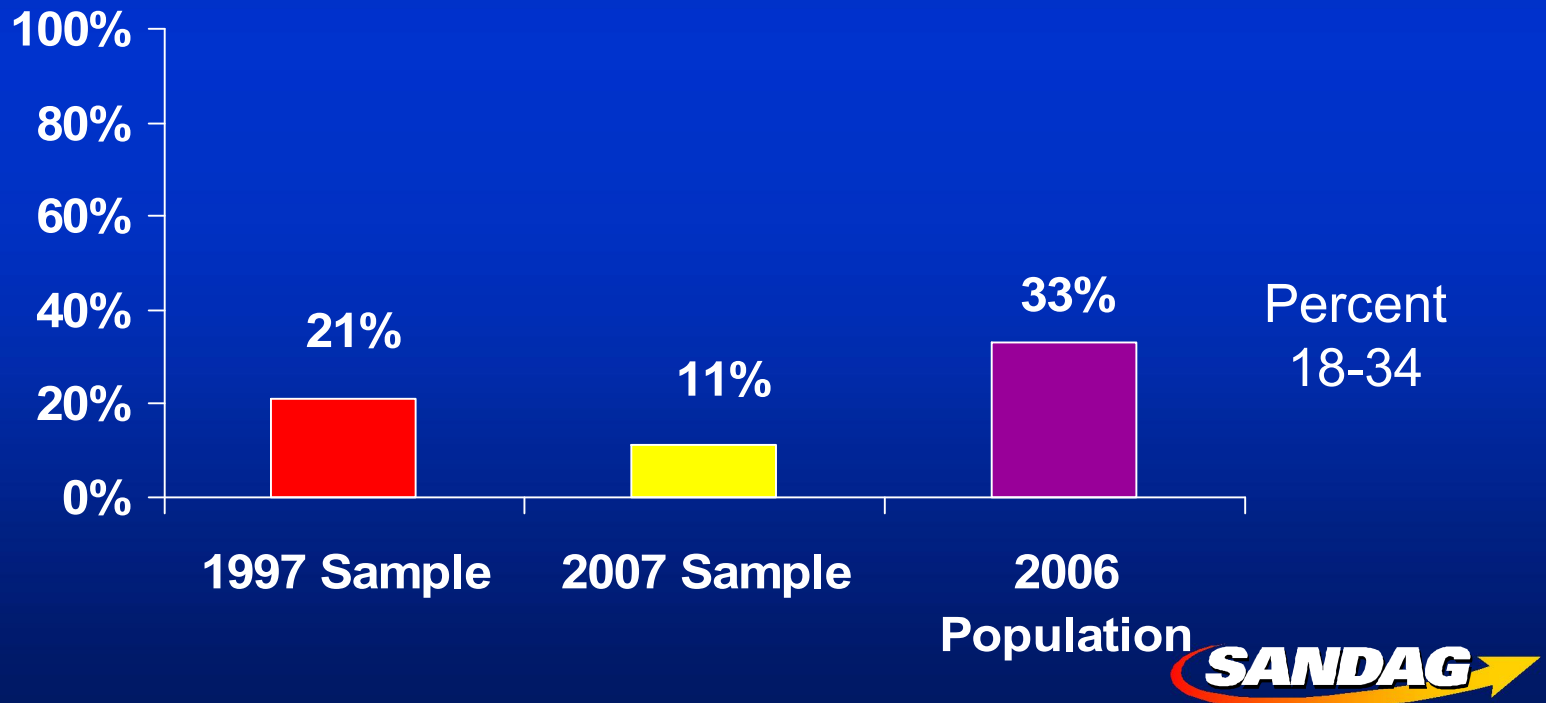
Survey Response Rates by Other Characteristics

- Some language differences remain



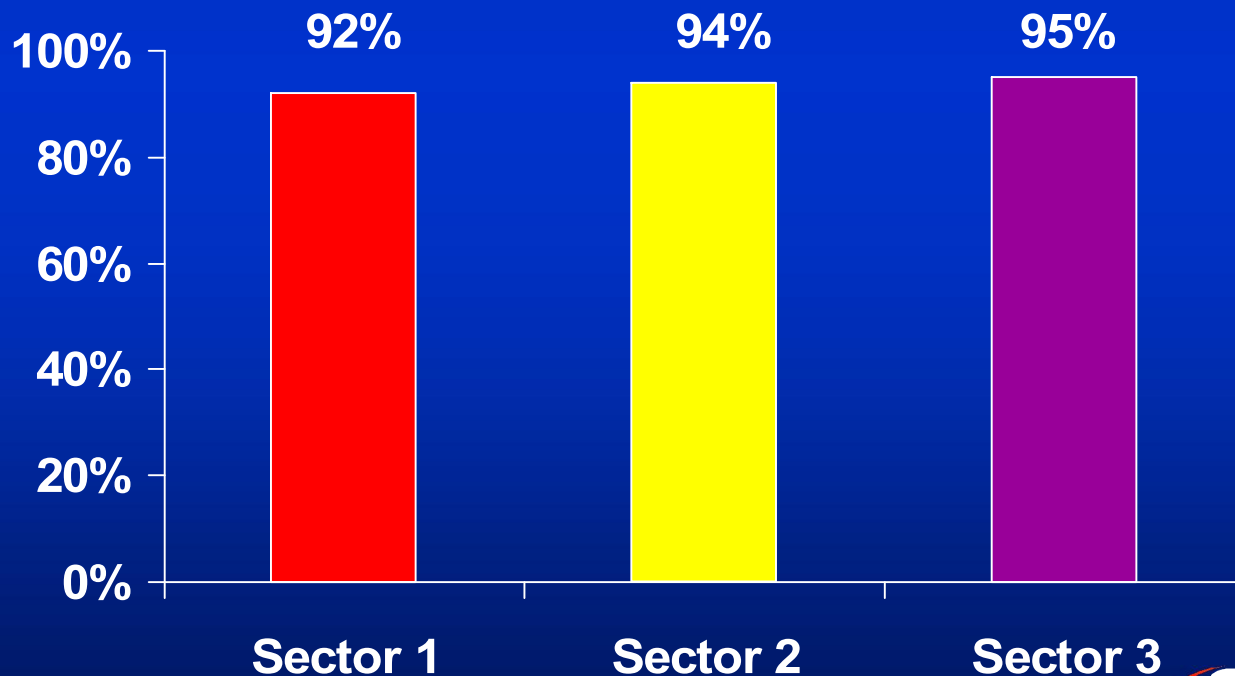
Survey Response Rates by Other Characteristics

- Age differences remain

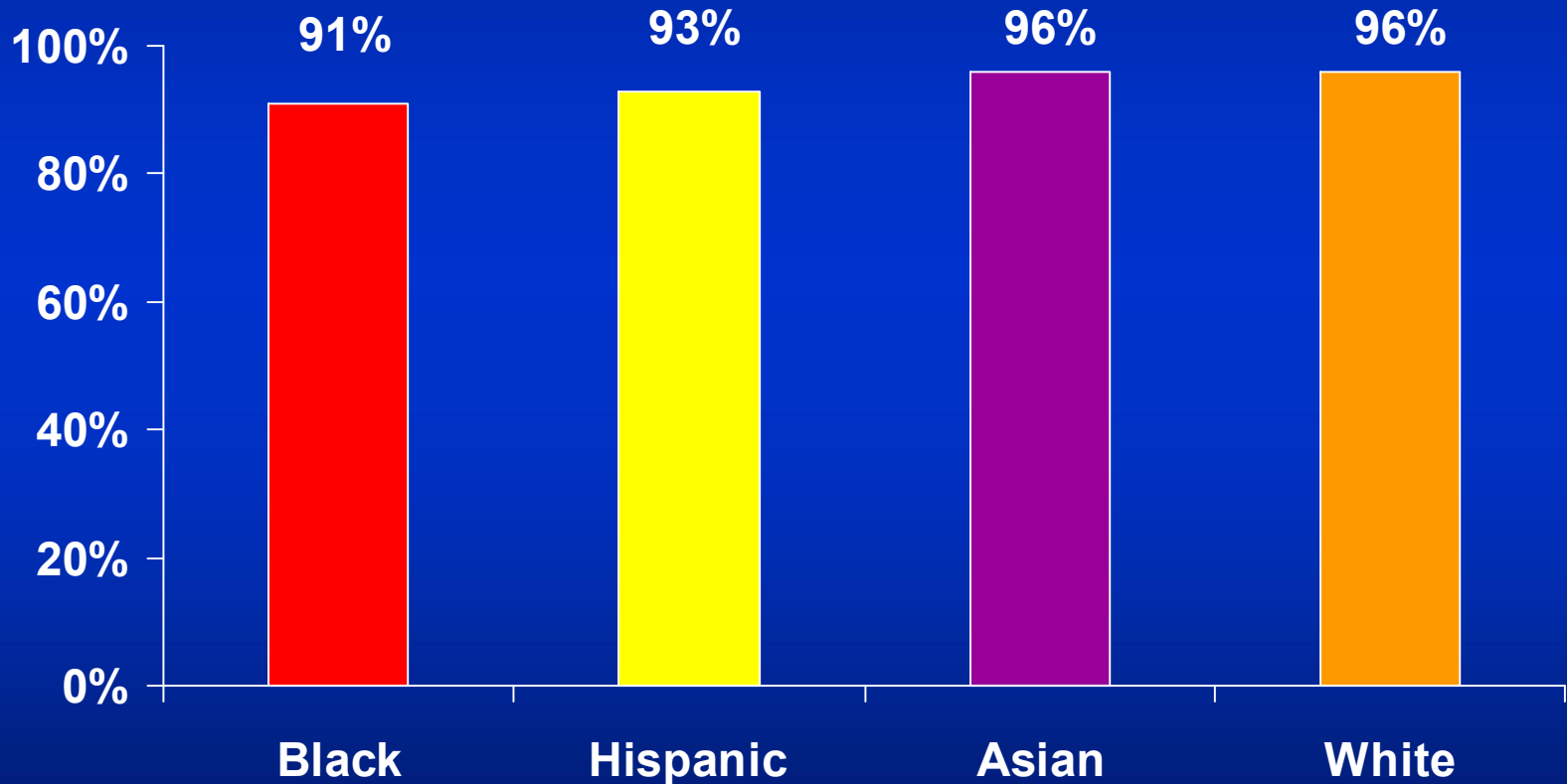


Most Residents are Satisfied with Police Services

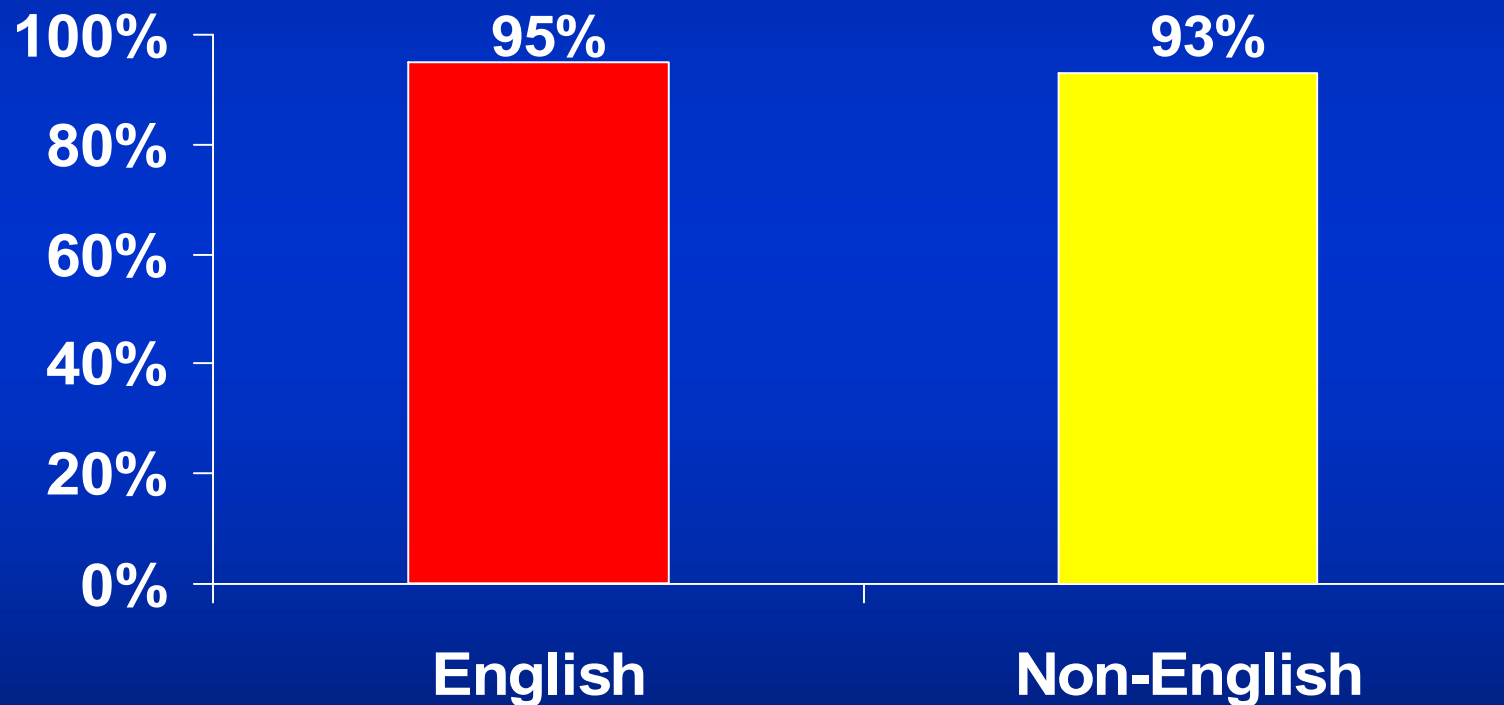
- 94% satisfied or very satisfied with CVPD



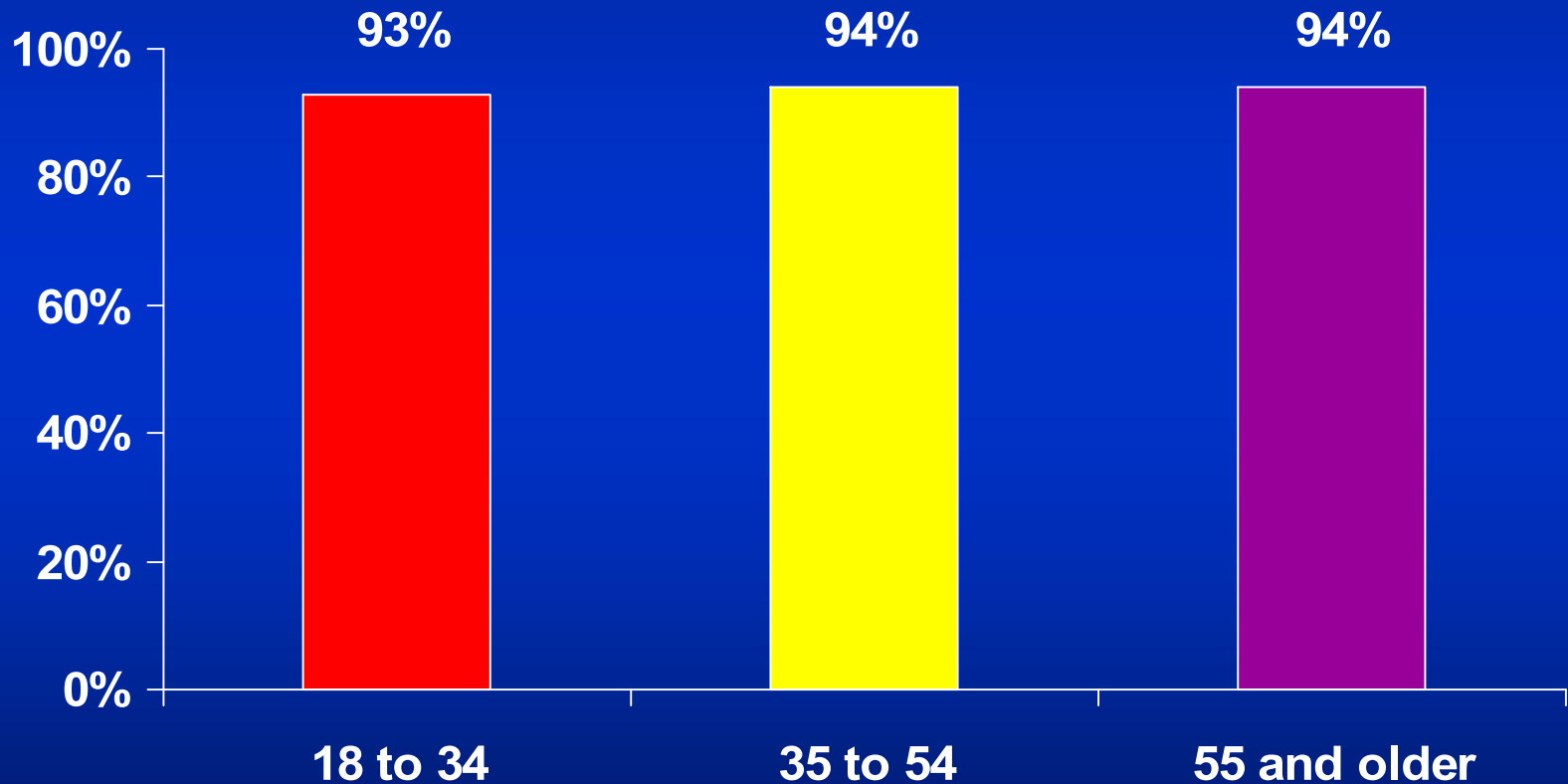
Overall Satisfaction Consistently High Among All Races/Ethnicities



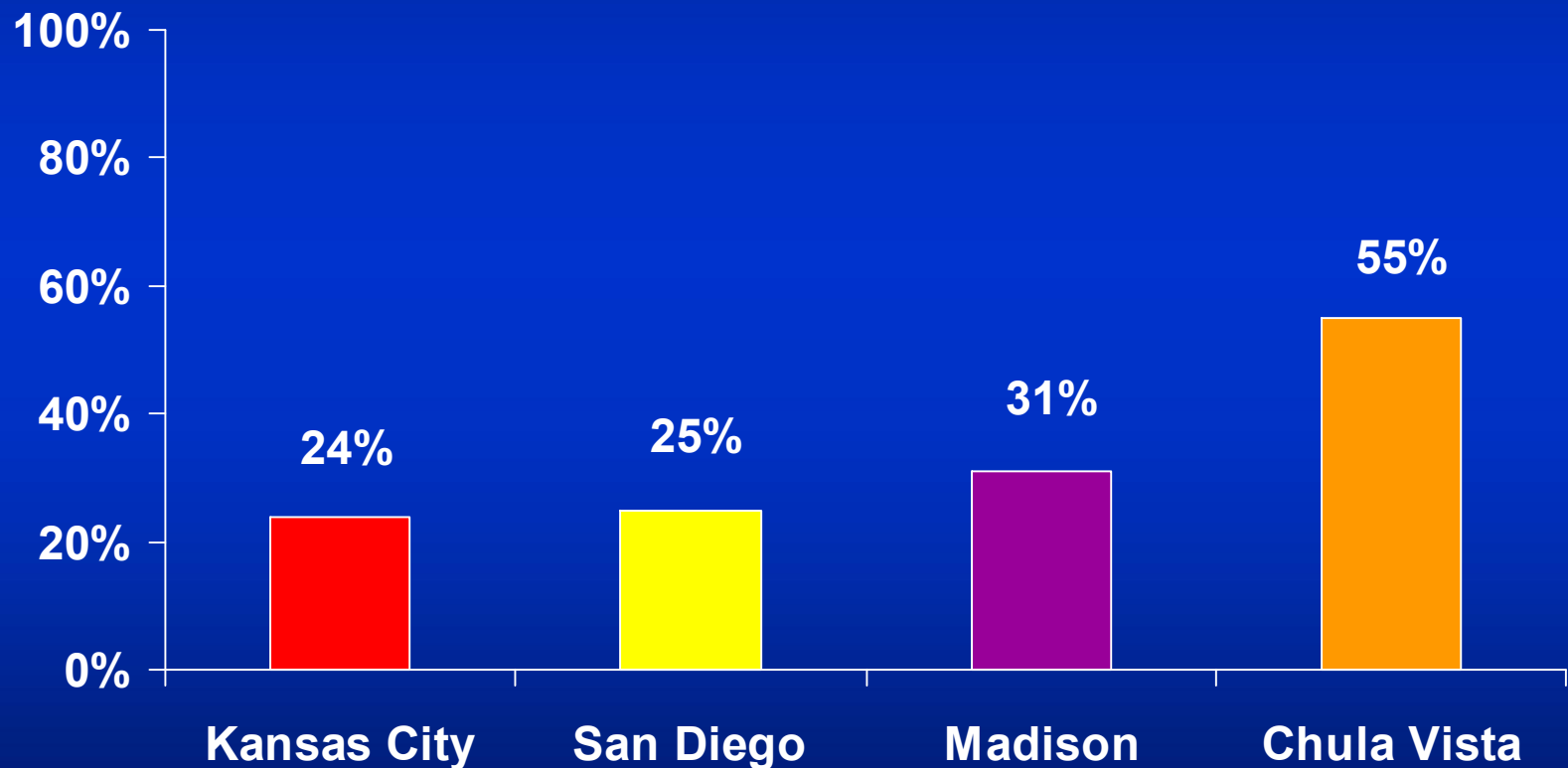
Overall Satisfaction High Among English and Non- English Speaking Households



Overall Satisfaction Consistently High Among All Age Groups

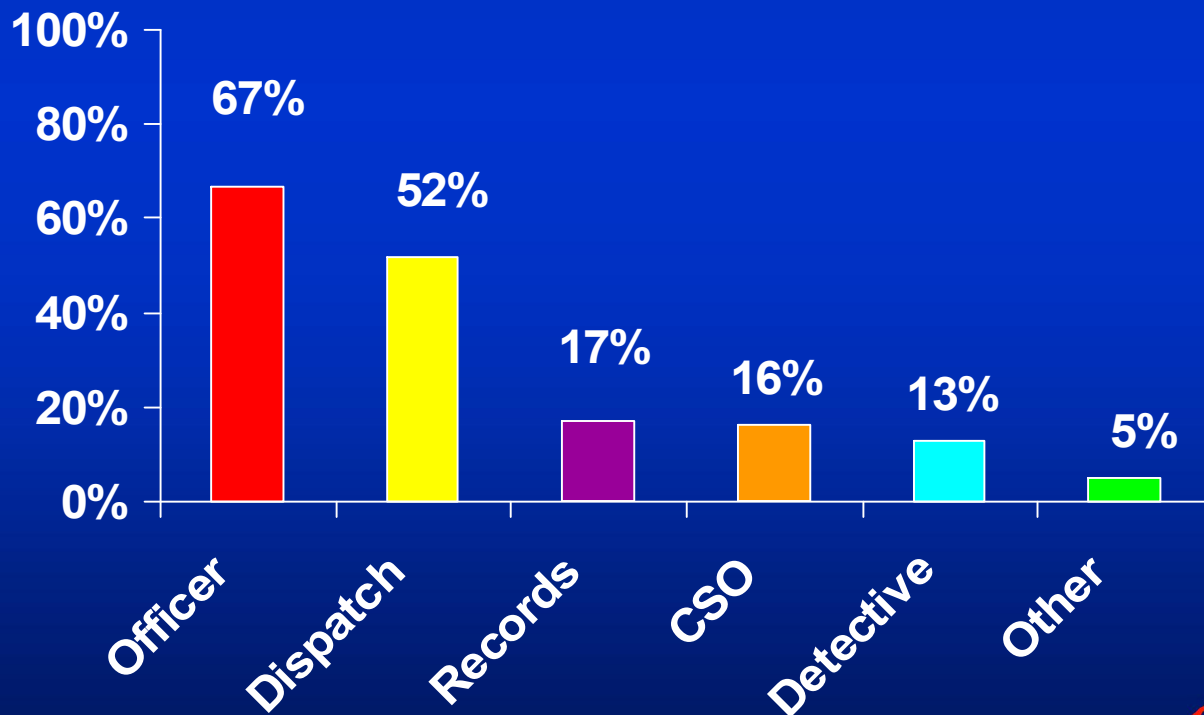


Chula Vista Residents More Often “Very Satisfied”

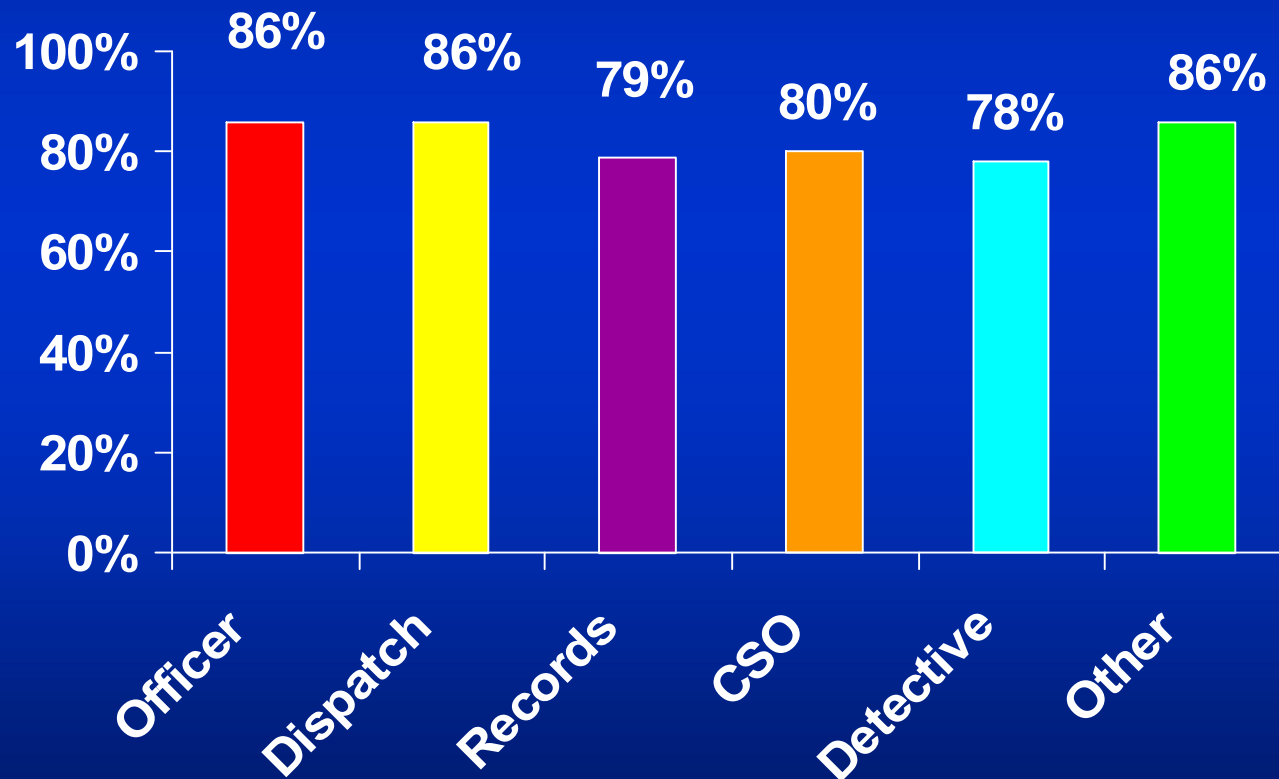


Most Residents Have Contact With Officer or Dispatch Operator

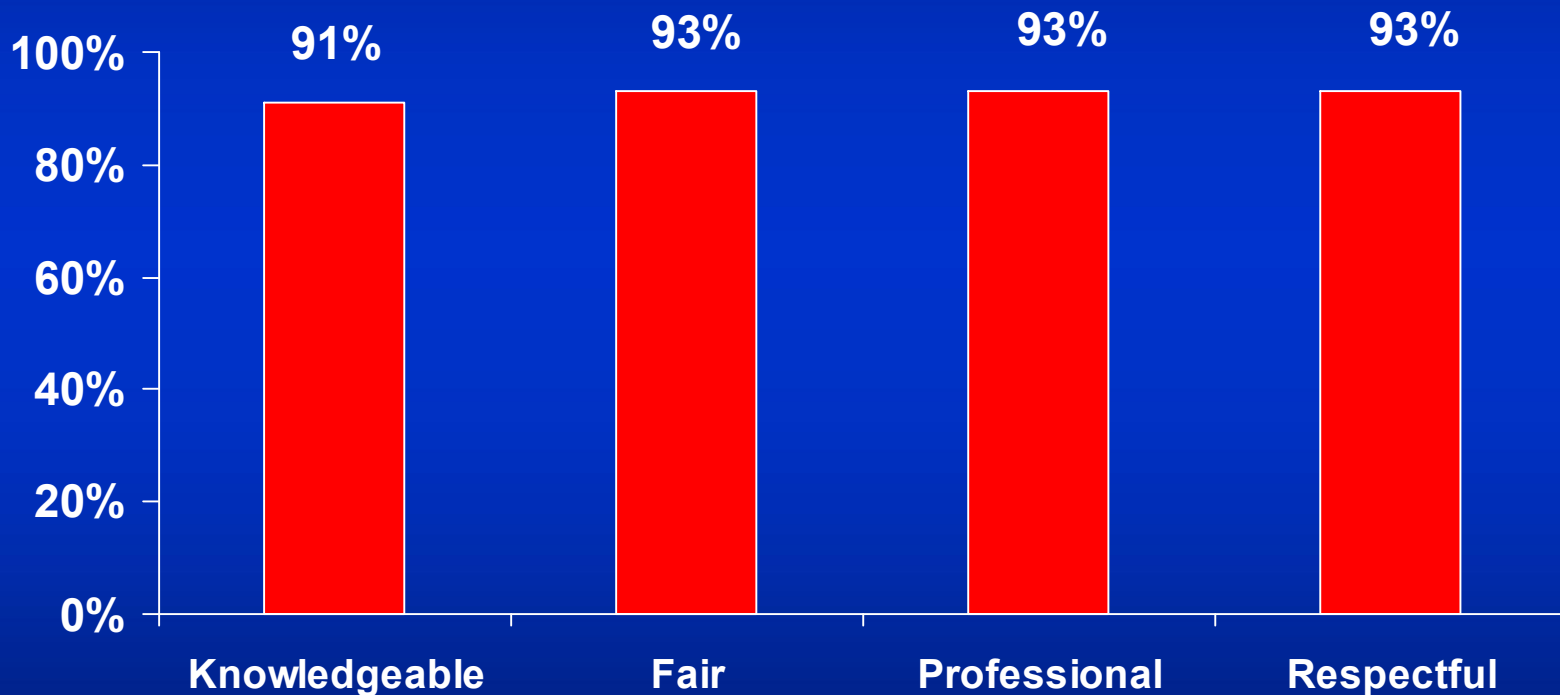
- 43% had some contact in the last year



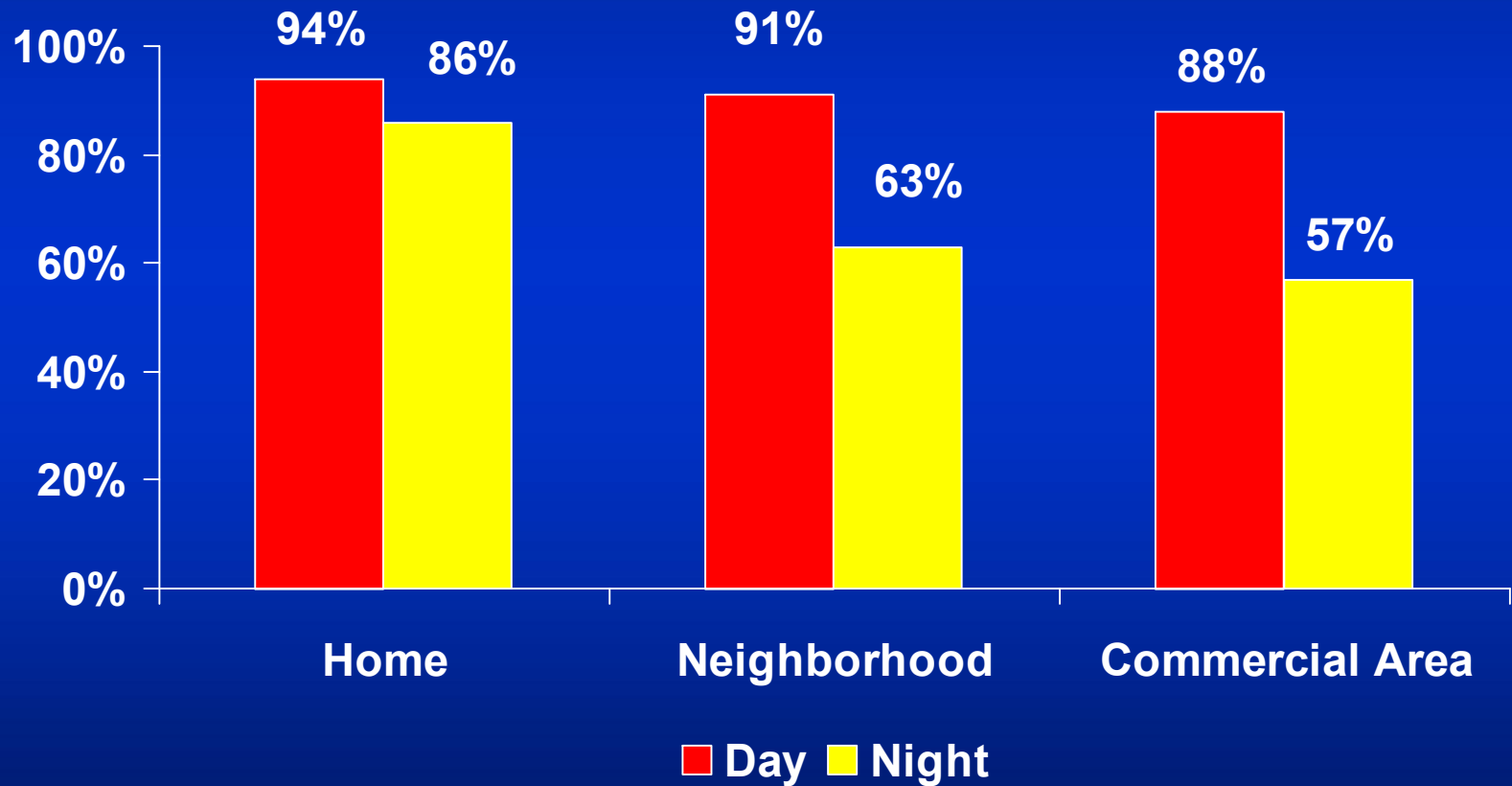
Community Members Say Staff Contact Was Positive



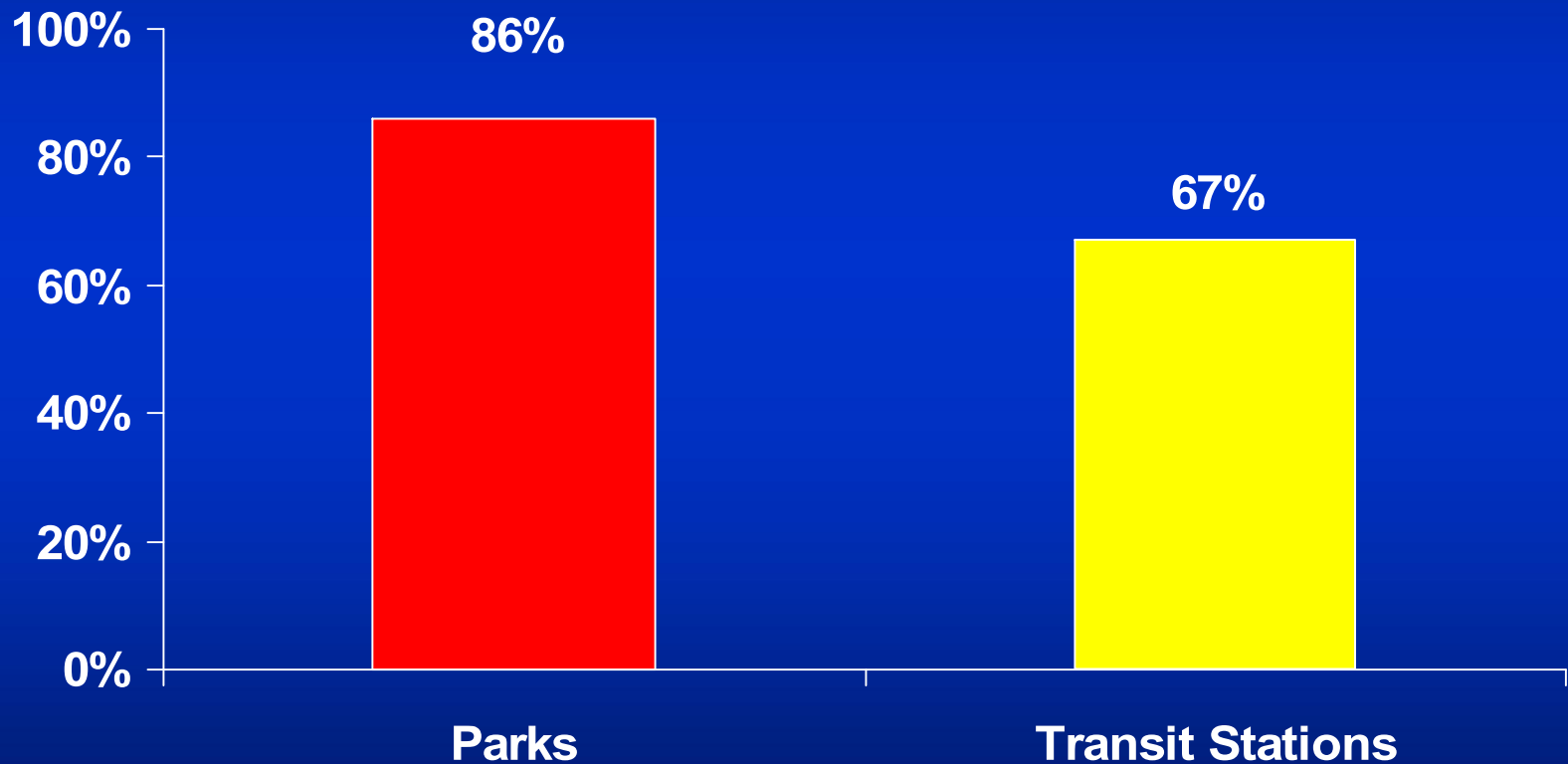
Most Residents Requesting Officer Assistance Have Positive Perceptions



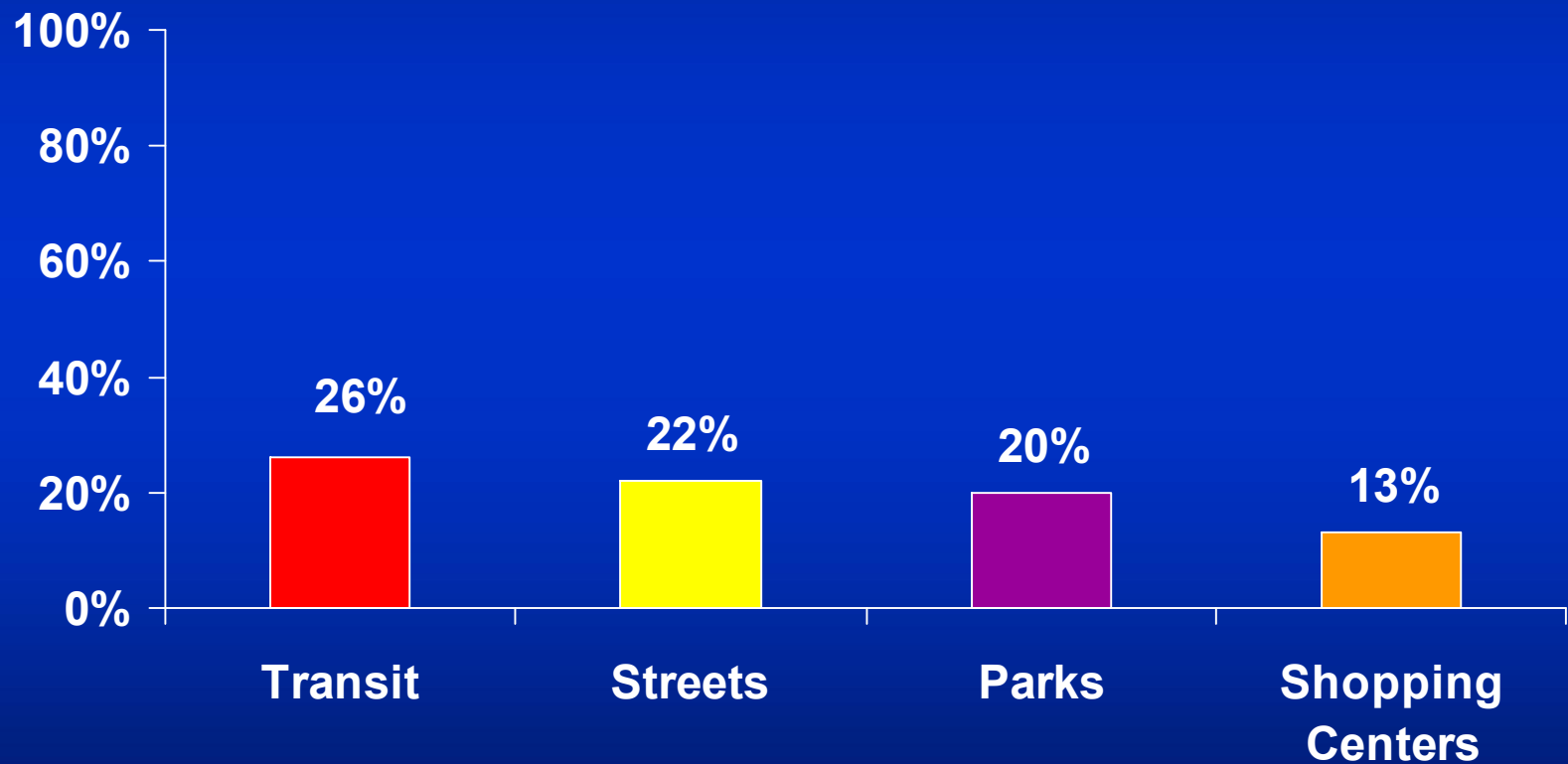
Residents Feel Safe During the Day, Less So at Night



Most Residents Feel Safe in Parks and at Transit Stations



However, Some Avoid These and Other Areas



Note: This chart represents all respondents, while the chart in the report represents just those who indicated they avoid a certain area.

Changes in Parks and Transit Stations Since 2005 Survey

Parks

- Passed ordinance prohibiting alcohol in 4 problem parks
- Physical improvements to parks
- Increasing legitimate uses

Transit

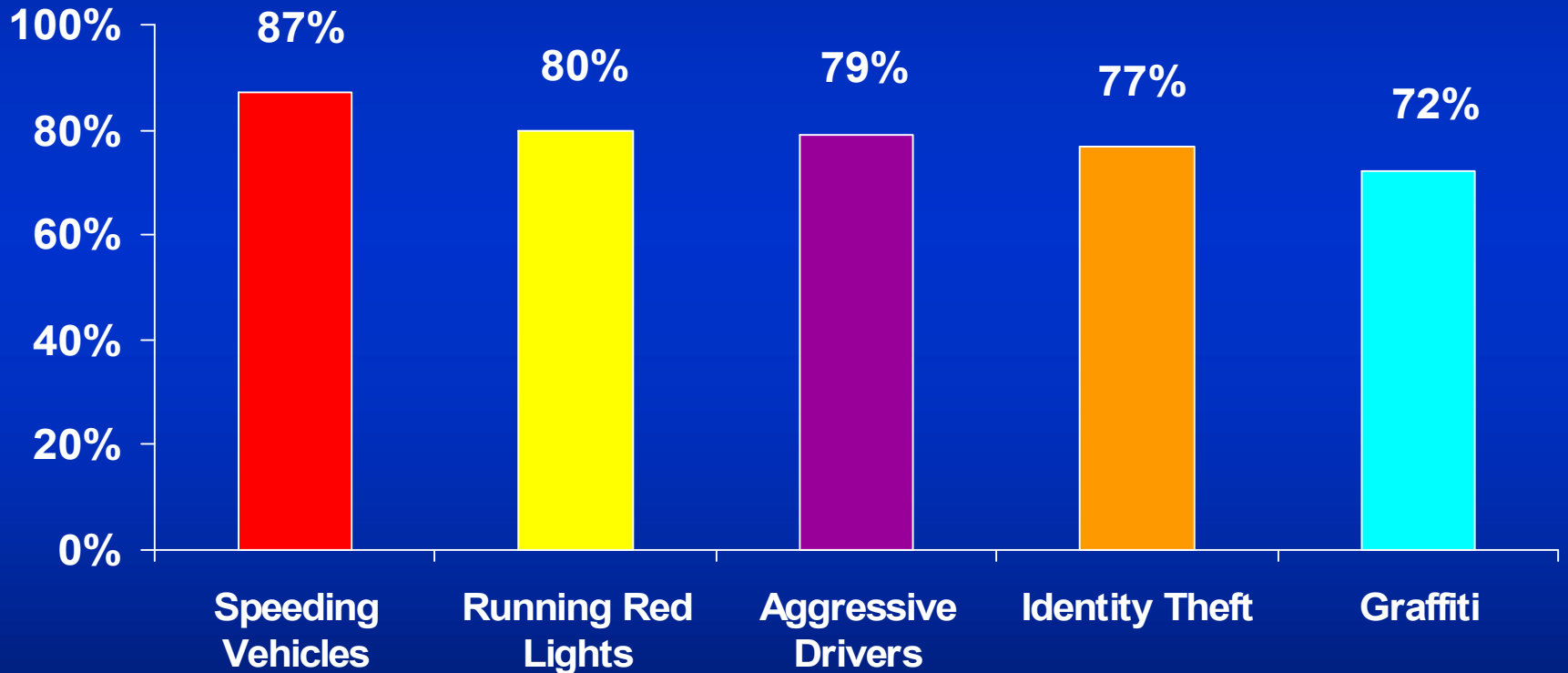
- Camera signage



Most Victimized Respondents Reported Crime to Police

- 16% said member of household was a crime victim in last year
- Larceny and vandalism/graffiti most common
- 78% reported at least one crime to police
- Reasons for not reporting included not thinking it would do any good or it was not important enough

Residents Most Concerned with Traffic-Related Issues



Traffic Safety Initiatives Since 2005 Survey

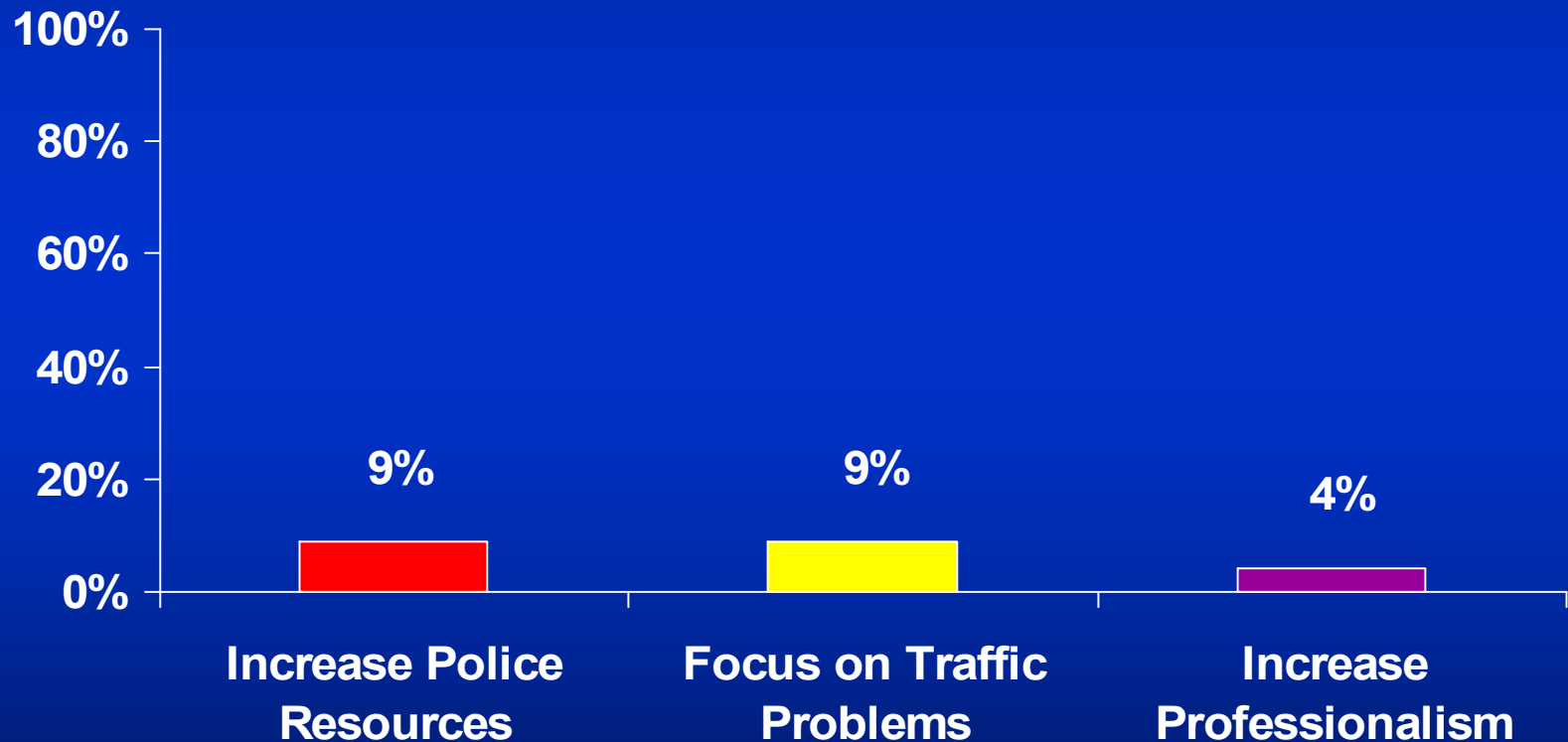
Red Light Running

- “Stop on Red” banner campaign
- 244% increase in red light running citations
- 31 intersections evaluated for changes
- RFP for red light cameras being reviewed

Speeding

- “Slow Down Chula Vista” banner campaign
- 146% increase in speeding citations

Fewer Than 1 in 3 Residents Made a Suggestion for Improvement



Summary

- Most residents very satisfied with the CVPD
- Interactions with different CVPD staff well-rated
- Quality of life issues, especially traffic, a primary concern for many

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